

# ROI Essentials: How to Measure the Impact of Your Media

PR News Media Relations Summit

#mediarelations13

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# Sandra Fathi



- President, Affect
  - Public Relations and Social Media Firm
  - Serving Technology, Healthcare and Professional Services Clients
- Past-President, PRSA-NY
- Past President, PRSA Technology Section
- Sample Clients:



# Why Measure? Part I

1. Prove the Value of Public Relations Activities
2. Prove Ongoing Improvement in Performance
3. Garner Support for Increased Investment
4. Don't Get Fired

# Why Measure? Part II

- Goals Motivate
- Goals Delineate Success
- Goals Drive Creativity & Problem Solving



Photo Source: 107jamz.com

# Measure What Matters To the C-Suite

1. Money
  - Making, Saving, Spending
2. Customers
  - They Bring the Money
3. Leads
  - They Bring the Customers
4. Exposure
  - It Brings the Leads



# Measure What Matters To the C-Suite

- Employees
- Products/Services
- Stock Price
- Reputation
- Recruiting
- Customer Retention
- Market Penetration
- Market Share



# Don't Measure Based on Convenience

- Will Press Release Pick Up Get You Promoted?
- Will Ad Equivalency Equal More Budget?
- Will 1000 Likes Make the CEO Like You More?
- Will the Number of ReTweets Ever Be Shared on an Earnings Call?

No One Gives A Shit About Your Klout Score

# Goal Setting

- Identify Business Objectives
- Set Priorities
  - Understand what you can and cannot influence through PR
- Architect Programs to Achieve Goals
  - Re-engineer existing programs
- Cease Programs & Activities That Don't Map to Goals
  - Put those resources back into achieving goals



# Goals Vs. Objectives

Goals	Objectives
Broad	Narrow
Intangible	Tangible
Infinite	Finite
Abstract	Concrete
Open Ended	Bound by Time

# Goal Setting

Ensure your goals are realistic:

- ✓ Grounded in reality?
  - Based on past performance
  - Takes into consideration current and future audience participation
- ✓ Backed by resources (human and financial)?
- ✓ Executive commitment/support from the C-suite?



# Personal Examples

Goals	Objectives
Lose Weight	Lose 50 lbs. by June 2014
Be A Better Person	200 Hours of Volunteering Donate 10% of Income in 6 Months
Get an Education	Complete Masters in Communications by 2016
Better Work/Life Balance	Leave Work by 6pm Every Day for Next 30 Days
Save Money	Put \$500 in 401K Every Month for 3 Years

# Business Examples

Goals	Objectives
Increase Awareness	Secure 20 Articles in Top Tier Publications (NYT, WSJ, Fortune etc.) in 12 Months
Strengthen Analyst Relations	Brief Top 10 Analyst Firms and Secure Inclusion in 5 Analyst Reports by Dec. 2014
Increase Share of Voice	Compare Media Coverage of Top 5 Competitors on Quarterly Basis and Increase from 10% to 20% in 18 Months
Generate Leads	Increase Subscriptions Referrals from Media Sites by 50% by June 2014

# Measurement Methodologies

1. Surveys: Ask and Tally Results
2. Scores: Create Indices or Scoring Mechanism
  - Quantity: sheer volume of media hits
  - Quality: weighted value for Tier 1,2 or 3 or feature vs. mention
3. Correlations: Outputs, Outcomes and Business Results
  - Track PR events against lead generation (online, email, phone etc.)
  - Track PR events against web traffic or registrations
4. Check Boxes: Meeting Specific, Finite Objectives
  - Number of articles, press releases, event attendees, registrations, downloads, revenue (dollar value)

# Outputs, Outcomes & Business Objectives

Activity	Impact	
<p data-bbox="348 516 569 581"><b>Outputs</b></p> <ul data-bbox="174 643 737 1305" style="list-style-type: none"><li data-bbox="174 643 617 699">• Press Release</li><li data-bbox="174 769 495 938">• Speaking Submission</li><li data-bbox="174 1008 684 1073">• Corporate Video</li><li data-bbox="174 1247 737 1305">• Award Submission</li></ul>	<p data-bbox="919 516 1192 581"><b>Outcomes</b></p> <ul data-bbox="774 643 1308 1305" style="list-style-type: none"><li data-bbox="774 643 1289 699">• NY Times Article</li><li data-bbox="774 769 1308 938">• Speak at Industry Event</li><li data-bbox="774 1008 1272 1177">• 10,000 Views on YouTube</li><li data-bbox="774 1247 1129 1305">• Win Award</li></ul>	<p data-bbox="1402 516 1902 581"><b>Business Outcome</b></p> <ul data-bbox="1369 630 1927 1360" style="list-style-type: none"><li data-bbox="1369 630 1927 686">• 15% Spike in Sales</li><li data-bbox="1369 748 1797 906">• Secure 2 New Customers</li><li data-bbox="1369 976 1797 1133">• Increase Web Traffic 22%</li><li data-bbox="1369 1203 1919 1360">• +50 New Business Leads</li></ul>

# Architecting for Measurement

1. Set Goals & Objectives
2. Identified Program Elements
3. Build with Measurement in Mind
  - Tripwires
  - Milestones
  - Operational Changes
  - Analytics (Your New BFF)



*Photo Source: HaveYouHeard.net*

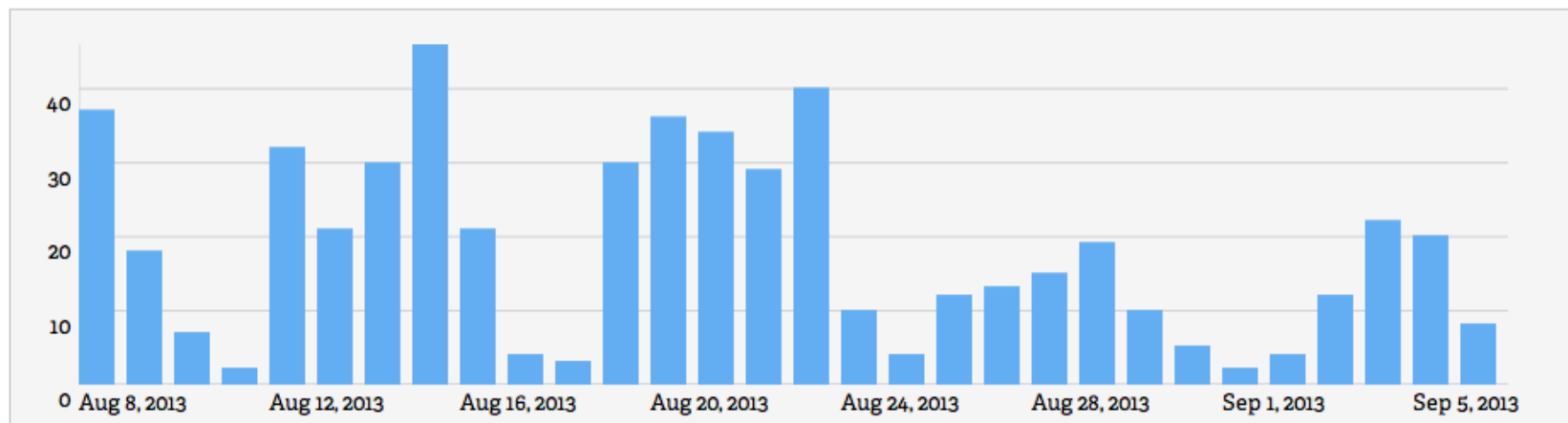
# Architecting for Measurement

Incorporate tracking links and measurement techniques into your social media program

- bit.ly
- ow.ly
- Google Analytics
- Radian 6

546 clicks on your bitly links since Aug 8, 2013

Clicks Past 30 Days



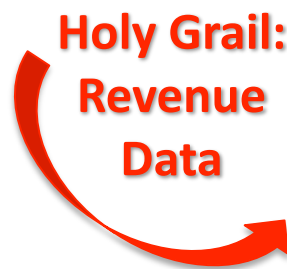


# Build Your Own Dashboard

## Simple Social Media Measurement Matrix

6 Step Approach:

1. Measure
2. Track
3. Trip
4. Analyze
5. Tweak
6. Repeat



Platform	Audience	Activity	Engagement	Web Traffic	Lead Gen
Twitter	# of Followers # of Friends	# of Tweets	# of Tweets # of Mentions # of Retweets # of Conversations (DM)	# of Clicks to Website	# of Leads
Facebook	# of Fans # of Favorites	# of Posts # of Events	# of Comments # of Attendees (Events)	# of Clicks to Website	# of Leads
LinkedIn	# of Members	# of Posts	# of Discussion Posts # of News Posts # of Questions	# of Clicks to Website	# of Leads
YouTube	# of Subscribers # of Views # of Favorites	# of Uploads	# of Comments # of Link Backs	# of Clicks to Website	# of Leads
Blog Commenting		# of Comments	# of Responses	# of Clicks to Website	# of Leads
Corporate Blog	# of Readers # of Subscribers (RSS)	# of Posts	# of Comments # of Link Backs	# of Clicks to Website	# of Leads

# Radware



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radware  
**FastView**

Result Oriented Application Acceleration

End users, partners and employees

Internet

ADC-VX™ Hypervisor

WebSphere Exchange SharePoint SAP ORACLE

Exchange Server 2010 SharePoint

ORACLE BUSINESS SUITE

Stop DDoS

Establish as  
Leading  
Security  
Experts

Program:  
Top Business  
Top IT  
Media

130+ Hits  
Commentators  
FOX, CNN,  
MSNBC

# Dealnews

The screenshot shows the Dealnews website interface. At the top left is the Dealnews logo with the tagline "Where every day is Black Friday". To the right, there are links for "Free Newsletter", "Custom Alerts", and "Mobile Apps", along with social media icons for Facebook and Twitter. Below this is a search bar and links for "Login" and "Join DealNews". A navigation menu includes categories like "ALL DEALS", "COMPUTERS", "CLOTHING", "ELECTRONICS", "TRAVEL", and "EDITORS' CHOICE", with sub-categories like "Laptops", "Desktops", "Hard Drives", etc. The main content area features "Today's Hottest Deals" with a green banner stating "108 deals posted today! See all of today's deals." Three deal cards are visible: "Erector Sets at RadioShack: From \$3", "Betsey Johnson Women's Swimsuit \$46", and "Reebok Men's Legacy Hooded Jacket for \$20". On the right, there is an advertisement for HP laptops with the headline "Unleash your potential" and the text "Get high-performance laptops. From \$529.99".

Business Goal:  
Web Traffic

Program:  
High Traffic  
Media Online

Outcome:  
+300K Views =  
\$225K in \$

# Regus



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Location of interest \*

Company \*

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WE DO



Business Goal:  
350 Leads Q4

Program:  
Integrated Marketing

Outcome:  
790 Leads  
\$1M Revenue  
90 days

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**Business Goal:  
Web Traffic**

**Bitcoin forum hacked in aftermath of Silk Road takedown**



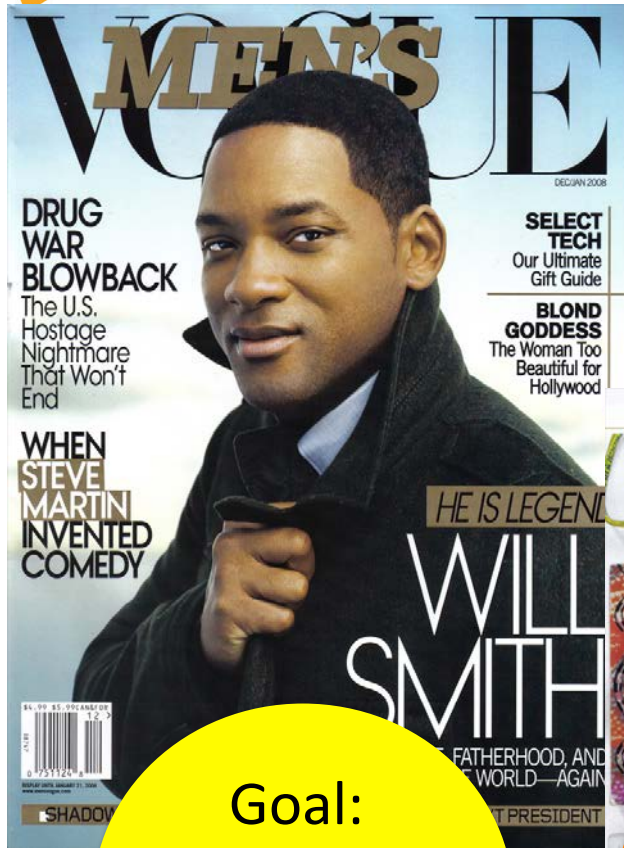
**Program:  
Top Tier Media  
(50)**

**Is the NSA ripping a \$35 billion hole in US business?**



**Outcome:  
From .5M  
Views to 1.8M**

# Proclivity



Goal:  
Retail  
Customers



Program:  
Target Retail  
Media

Outcome:  
+1 Marquee  
Customer:  
Barney's NY

# Proclivity

The New York Times

## Guessing the Online Customer's Next Want

By ERIC A. TAUB  
Published: May 19, 2008

Marketers have always tried to predict what people want, and then get them to buy it.



Among online retailers, pushing customers toward other products they might want is a common practice. Both [Amazon](#) and [Netflix](#), two of the best-known practitioners of targeted upselling, have long recommended products or movie titles to their clientele. They do so using a technique called collaborative filtering, based on their customers' previous purchases compared to other customers' purchases.

Business  
Goal:  
Investors

Program:  
Business  
Media

Outcome:  
\$6.2 M  
Investment

# Inc.

STARTUP GROW LEAD INNOVATE PEOPLE MONEY

SALES

## Ever Wish You Could Read Your Customers' Minds?

BY TAMARA SCHWEITZER

A weekly look at the latest products and services designed to help you run a better business.

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If only you had a crystal ball for business.

... seeks to provide just the right product that helps business ...

...er predictive ... The program ...  
...ntify their i ... ber of ...  
...lected and t ... what price ...  
...y a certain p ...

# Parting Thoughts

- Analytics Are Your Best Friend
- Understand the Business of Your Business
  - Financials, Earnings Calls, Annual Report
- Make PR a Revenue Center Vs. Cost Center
- Speak in a Language the C-Suite Understands

**I**   
**Measurement**



# Thank You

## Stay in Touch:

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